CIS

Outside the box

Video contest

Components of a good video

- A title at the beginning
- A script
- A fairly high number of "shots" cut together in a nice way to tell a story
- Interesting transitions between the shots.
  - For example, some shots might fade into others, some might spin into others, and some cut very simply from one to another in a quick chain.
- A decent soundtrack, often involving narration and/or background music
- Perhaps static shots (like a chart or graph) mixed in with the normal video
- Titles or legends on some of the shots to identify people, places and things
- Slow motion or fast motion to change the tempo

The script

- AN ORIGINAL AND EXCITING CONCEPT.
- OK, in this case it HAS to be CIS concept...
  - Recursion: Circling a big parking lot to find a spot, circling half of the parking lot, circling 1/4, and so on. If you don't find the parking spot, start with the other half of the parking lot. Finish when you find the spot
  - Function call: Your mom tells you to clean after your pet, you tell your little sister, your little sister tells your little brother.. until eventually someone cleans

The script

- A MAIN CHARACTER WHO WANTS SOMETHING (AKA A "GOAL"). Some people call it an "active protagonist."
  - Ripley and the marines want to go in and wipe out the aliens in "Aliens."
  - Liam Neeson wants to find his daughter in "Taken."
  - The girl in "Paranormal Activity" wants to find out what's haunting her house.
- The stronger your character wants to achieve his/her goal, the more compelling they're going to be.

The script

- GET TO YOUR STORY QUICKLY! the main thing is how quickly and efficiently you set up your story.
- CONFLICT. Does everyone in your script get along? Is the outside world kind to your characters? Do your characters skip through your story with nary a worry?
  - Here's one of the easiest ways to create conflict. Have one character want something and another character want something else. Put them in a room together and, voila, you have conflict

The script

- OBSTACLES. Your script should have plenty of obstacles your main character encounters in pursuit of his/her goal. The more obstacles you throw at your hero, the more interesting a script tends to be.

- SURPRISE. A great script continually surprises you. Even if the story seems familiar, the characters' actions and the twists and turns are consistently different from what we expected.

The script

- A TICKING TIME BOMB. Ticking time bombs add immediacy to your story.

- If a character doesn't have to achieve his goals right now, if he can achieve them next week or next year, then the goal really isn't that important, is it?.

  – Example: "Hangover" They need to find Doug by noon on Saturday to get him back in time for his wedding

The script

- STAKES. If your character achieves his/her ultimate goal, there needs to be a great reward. If your character fails to achieve his ultimate goal, there needs to be huge consequences.
- The best use of stakes is usually when a character's situation is all or nothing.
  - Rocky's never going to get another shot at fighting the heavyweight champion of the world

The script

- A GREAT ENDING. Remember, your ending is the last image they remember. So it better leave a lasting impression.
  - This is why specs like The Sixth Sense sell for 2 million bucks.